

STRATEGIC PLAN PROGRESS REPORT

JULY 1, 2020 – JUNE 30, 2021

Fourth Edition, 2020-2030



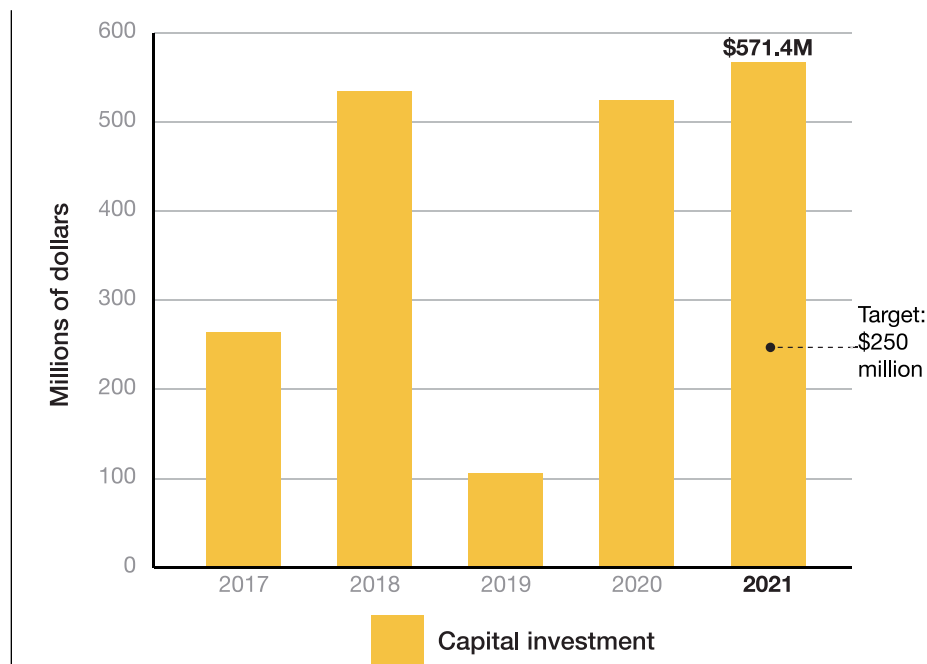


GOAL 1

ENHANCE PUBLIC BENEFITS FROM TREES & FORESTS

STANDALONE KEY PERFORMANCE INDICATORS (KPIs)

■ Announced capital investment in forestry



\$571.4
million

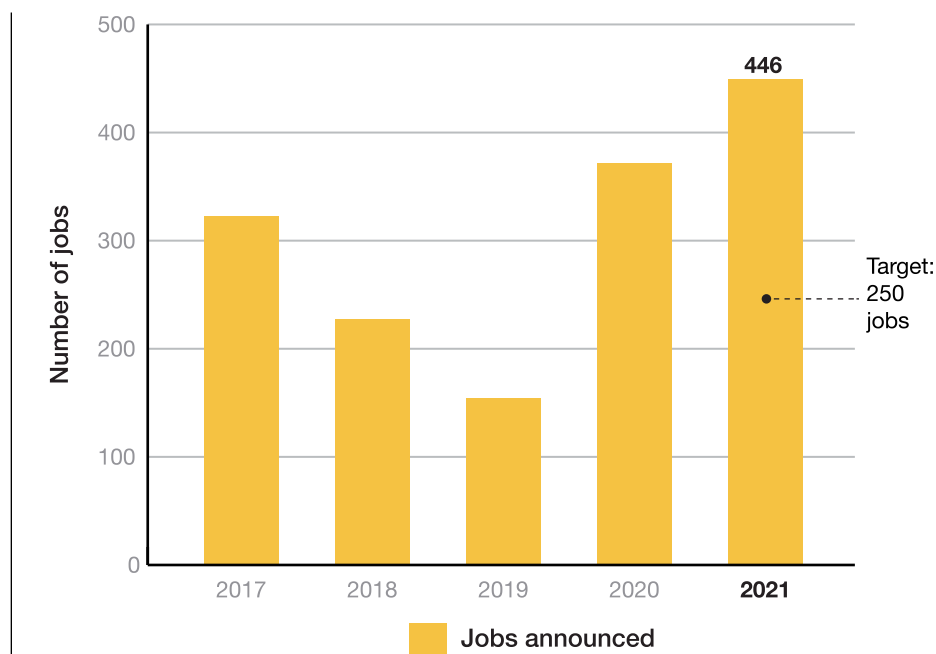
Meaningful use of measure:

Announced capital investment is a metric typically reported by the economic development community. It allows us to track the growth of forestry investment over time. This is a longstanding performance measure that allows the agency to compare current and future efforts against historical perspectives.

Two announcements by First Quality in Anderson County and International Paper in Richland County totaled \$375 million.



■ Announced new job creation in forestry



446
jobs

Meaningful use of measure:

Announced new jobs is a metric typically reported by the economic development community. It allows us to track the growth of forestry employment over time. This is a longstanding performance measure that allows the agency to compare current and future efforts against historical perspectives.

The largest announcement, in terms of jobs created, was by Masonite International, which will result in 220 new secondary industry jobs.



GOAL 1

ENHANCE PUBLIC BENEFITS FROM TREES & FORESTS

PERFORMANCE INDICES

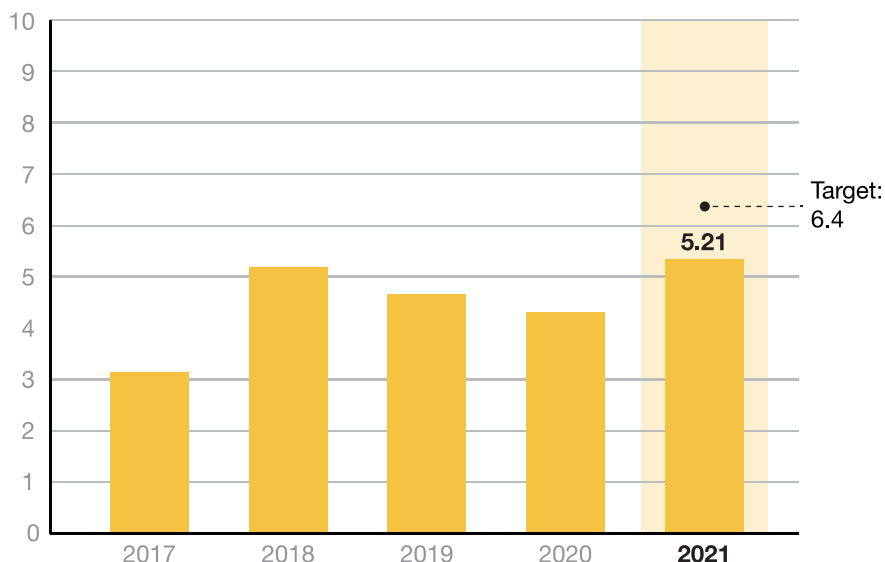
■ Forest markets development index

5.21

Meaningful use of measure:

Composite measure that quantifies key agency efforts to retain and grow markets for forest products.

Despite reduced economic development activity due to COVID-19, a 100% response rate on the TPO survey and the publication of 18 market pubs brought this index above baseline.



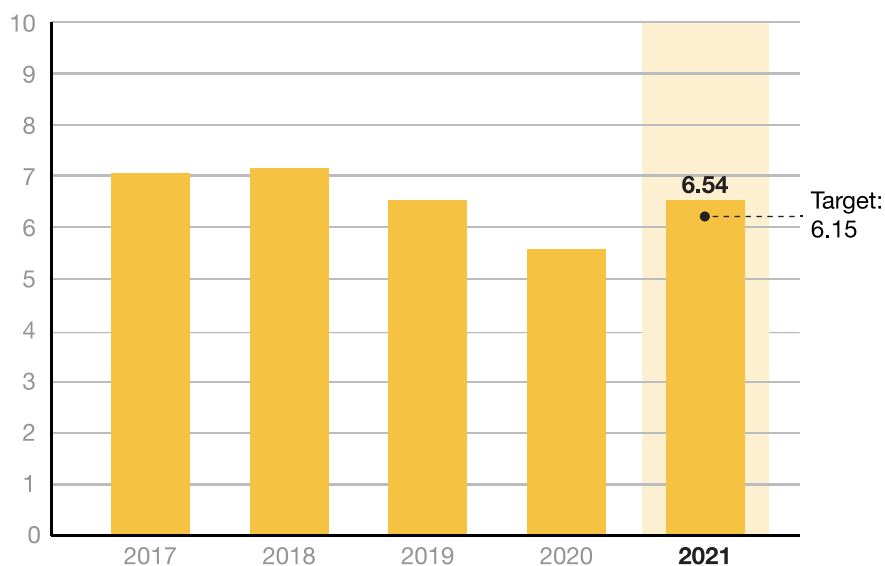
■ Forest ecosystem benefits index

6.54

Meaningful use of measure:

Composite measure that quantifies efforts to maintain or increase ecosystem services provided by forests.

The BMP compliance rate on courtesy exams (99%) and monitoring sites (96%) – plus the 19 site visits/person/month – drives this index.



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ENHANCE PUBLIC BENEFITS FROM TREES & FORESTS

PERFORMANCE INDICES

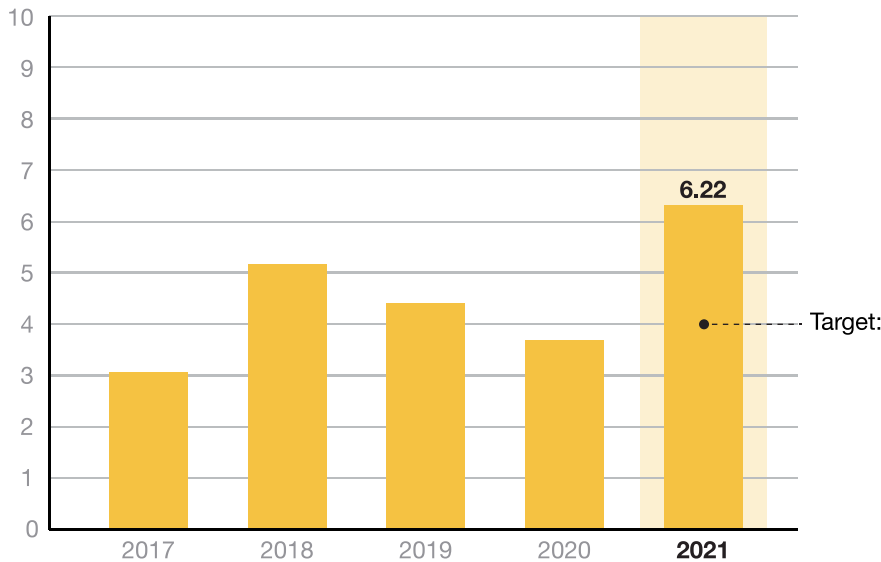
Nursery and tree improvement index

6.22

Meaningful use of measure:

Composite measure that quantifies agency efforts to improve the health and productive capacity of planted timberlands.

Our agreement with ArborGen resulted in increased revenue (nearly \$395,000) from cone and seed sales. Variations in cone crops due to late freezes make the baseline a reasonable target.

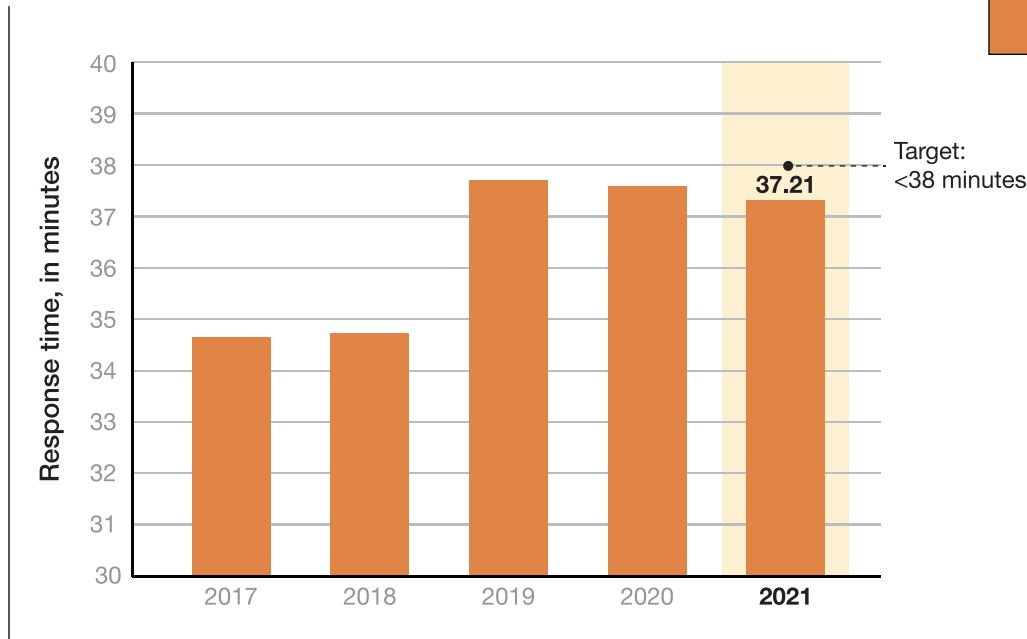


GOAL 2

PROTECT FORESTS FROM HARM

STANDALONE KEY PERFORMANCE INDICATORS (KPIs)

■ Average wildfire response time



37.21
minutes

Meaningful use of measure:

Quantifies the total time needed for agency firefighters to arrive at scene of wildfire. This is a longstanding performance measure that allows the agency to compare current and future efforts against historical perspectives.

PERFORMANCE INDICES

■ Wildfire prevention index

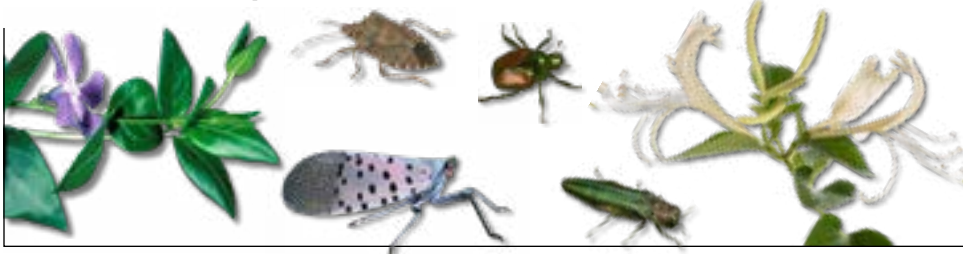


4.78

Meaningful use of measure:

Quantifies agency efforts to reduce wildfire risks for forests and communities.

■ Forest health prevention index



5.8

Meaningful use of measure:

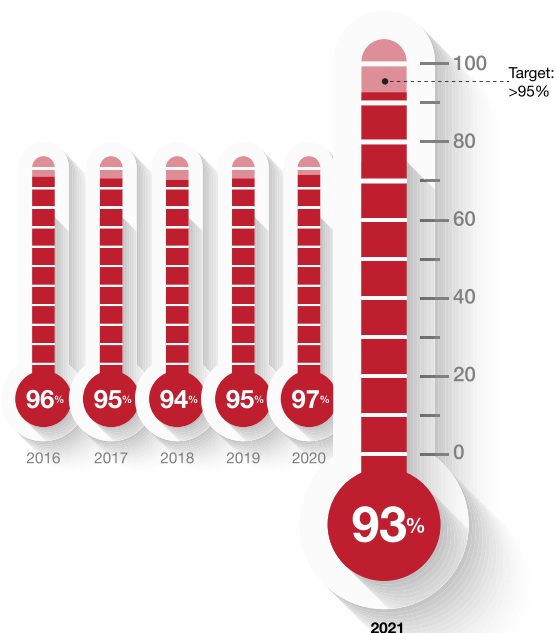
Quantifies agency efforts to prevent and reduce damage from insects, diseases, invasive species and other threats to forest health.

GOAL 3

CONSERVE WORKING FORESTS

STANDALONE KEY PERFORMANCE INDICATORS (KPIs)

Landowner satisfaction

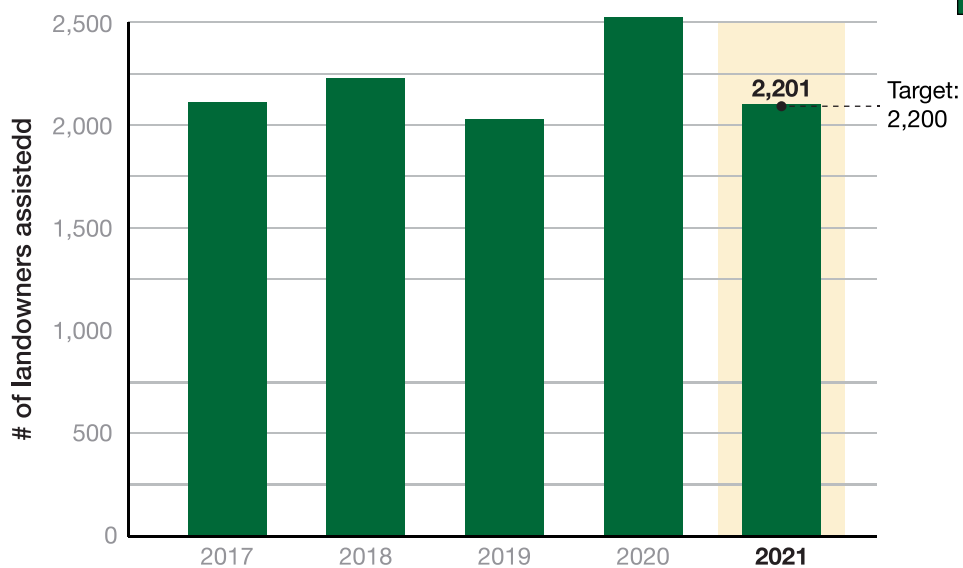


92.7
percent

Meaningful use of measure:

Measuring customer satisfaction provides an indication of how well the agency is meeting its customers' expectations and allows SCFC to improve its quality of service.

Number of landowners assisted



2,201

Meaningful use of measure:

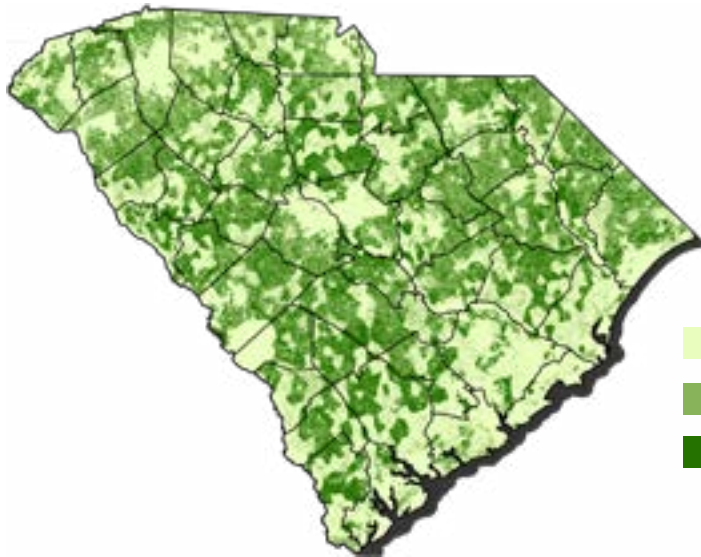
The number of landowners assisted is directly correlated to the economic impact of private land management in SC. This is a longstanding performance measure that allows the agency to compare current and future efforts against historical perspectives.

GOAL 3

CONSERVE WORKING FORESTS

STANDALONE KEY PERFORMANCE INDICATORS (KPIs)

■ Percent of forest stewardship plan acres in priority areas



- Non stewardship potential (9,724,514 ac)
- Stewardship potential (4,611,856 ac)
- High stewardship potential (5,466,991 ac)

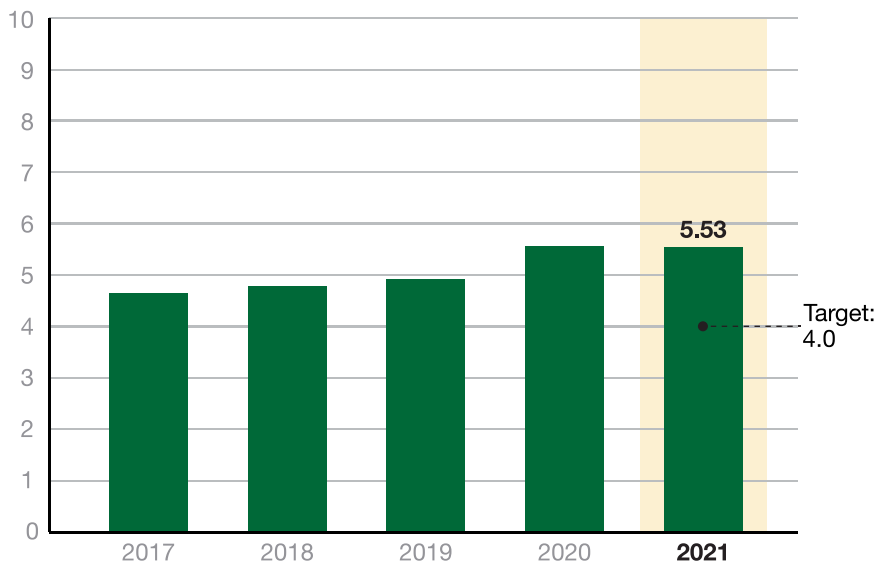
56
percent

Meaningful use of measure:

Measuring customer satisfaction provides an indication of how well the agency is meeting its customers' expectations and allows SCFC to improve its quality of service.

PERFORMANCE INDICES

■ Landowner assistance index



5.53

Meaningful use of measure:

Quantifies agency technical assistance efforts which promote the sustainable and active management of family owned forestlands.

Exceeded target due in large part to a high number of non-cost-share forest management plans (351) and increased FRP efficiency.

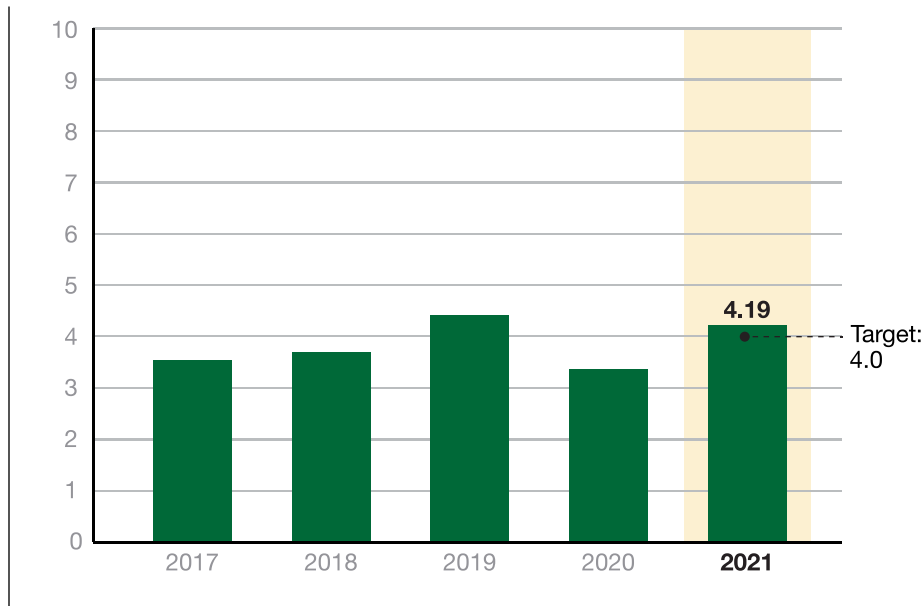


GOAL 3

CONSERVE WORKING FORESTS

PERFORMANCE INDICES

■ Prescribed fire effort index



4.19

Meaningful use of measure:
Quantifies agency efforts to increase the responsible use of prescribed fire.

Exceeded target due to large percentage of burn acres being completed by CPFM graduates (71%) and near-attainment of other targets.



GOAL 3

CONSERVE WORKING FORESTS

PERFORMANCE INDICES

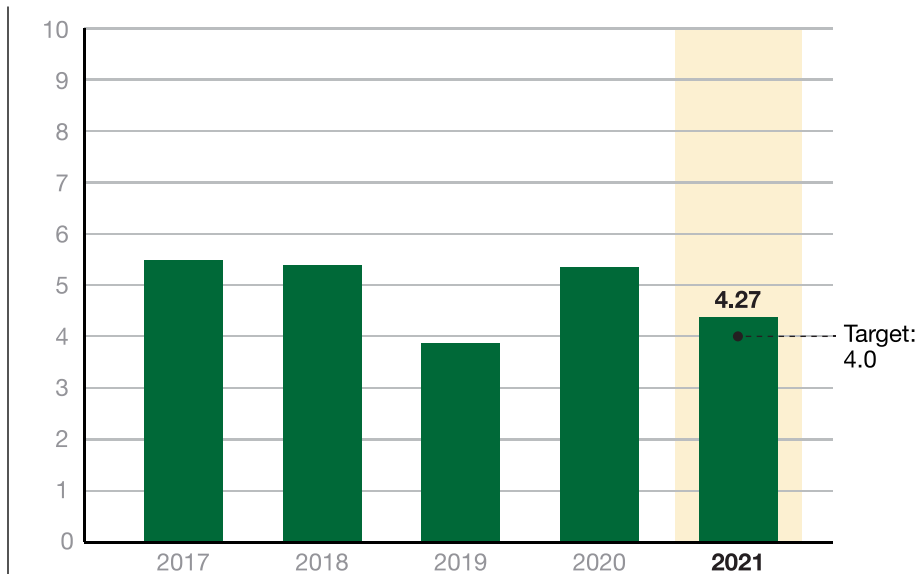
■ Community forestry index

4.27

Meaningful use of measure:

Quantifies agency effort to engage communities to sustain and grow healthy forests.

Exceeded target due to number of Tree City USAs (44) and good level of training hours provided (1,902).



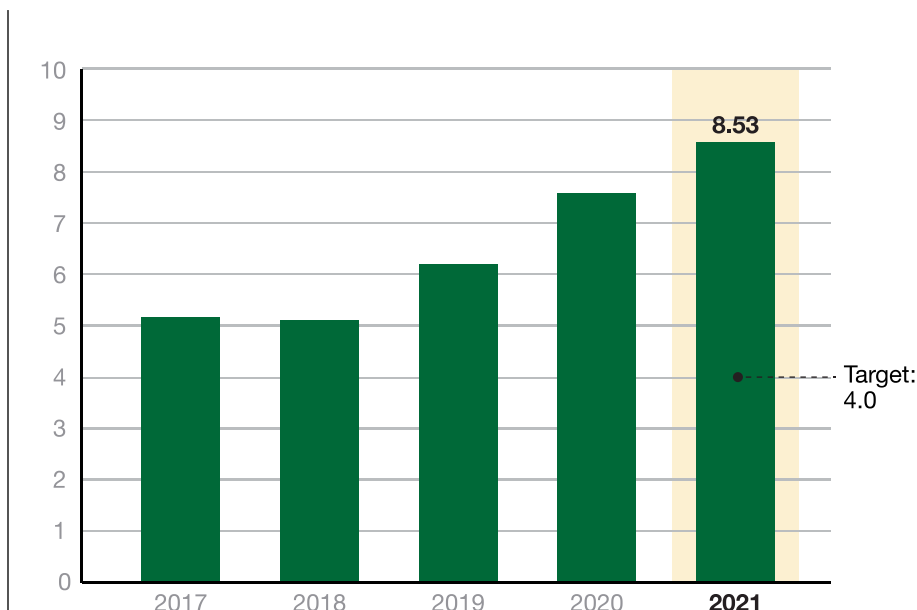
■ Public lands management index

8.53

Meaningful use of measure:

Quantifies agency efforts to demonstrate active management on State Forests and engage other public land owners in active sustainable management.

Exceeded target during FY21 due in large part to success of forest products sales, including nearly 15,000 acres of pine straw sold.

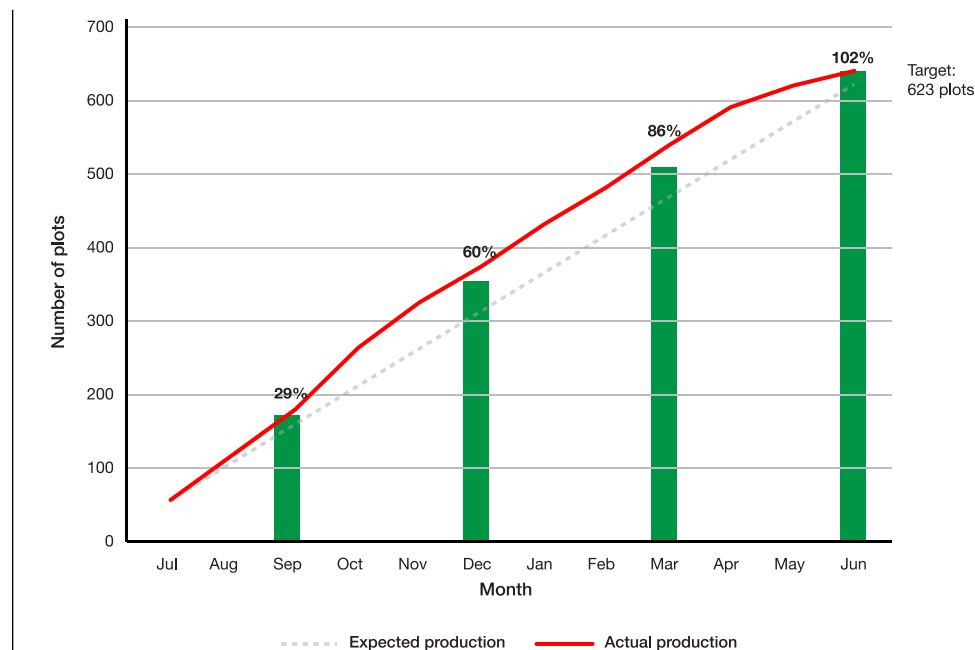


GOAL 4

RAISE AWARENESS ABOUT OUR FORESTS

STANDALONE KEY PERFORMANCE INDICATORS (KPIs)

FIA progress



102
percent

Meaningful use of measure:

Forest Inventory & Analysis plot production records allow us to determine whether we've met our goal of measuring 20% (1 panel) of SC's total plots per year.

Progress in plot production would have been higher, save for a spate of FIA vacancies during the last quarter of the fiscal year.



FIA accuracy scores

94.4
percent

Meaningful use of measure:

The Forest Inventory & Analysis' accuracy scores quantify the reliability of forest resource estimates. Ninety-two percent (92%) is the agency's goal for FIA accuracy scores.



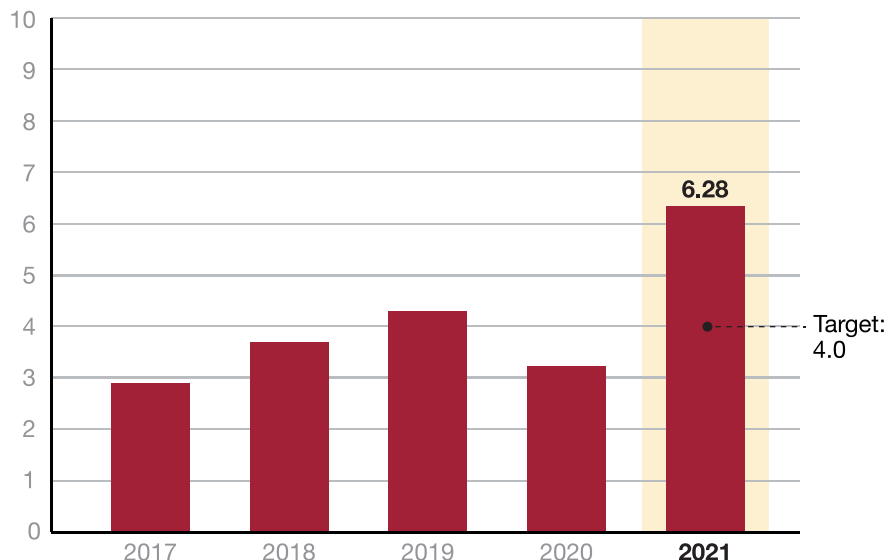
GOAL 4

RAISE AWARENESS ABOUT OUR FORESTS

PERFORMANCE INDICES

■ Outreach effort index

6.28



Meaningful use of measure:

Quantifies agency efforts to increase public knowledge of the benefits of forests and forest management.

The primary drivers of this index's value were the # of publications produced in FY21 (92) and the inordinately high number of external assists performed by I&E staff (128).



■ Social media analytics index

4.37



Meaningful use of measure:

Quantifies the level of engagement the agency has with the public via its social media channels.

While Facebook is the agency's primary social media vehicle, the number of new YouTube videos this fiscal year (17) helped bolster this index's value.

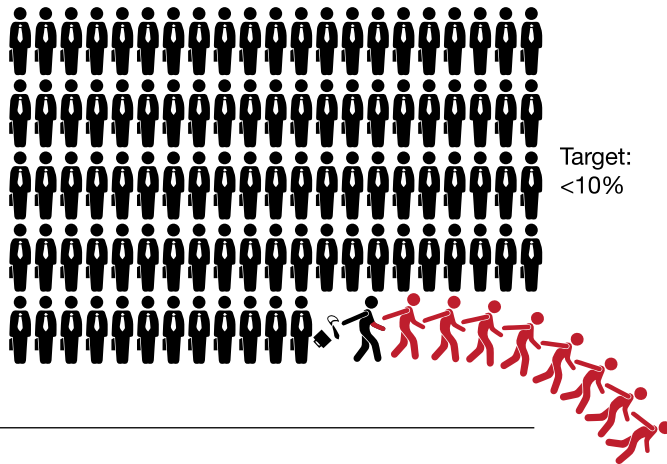


GOAL 5

STRENGTHEN THE COMMISSION FOR THE FUTURE

STANDALONE KEY PERFORMANCE INDICATORS (KPIs)

Overall turnover rate



9.19
percent

Meaningful use of measure:
Quantifies employee attrition over time and provides insight into employee retention and recruitment efforts

The agency's turnover rate in FY2019-20 was 8.02 percent



of qualified candidates per forestry job posting



9.5
applicants

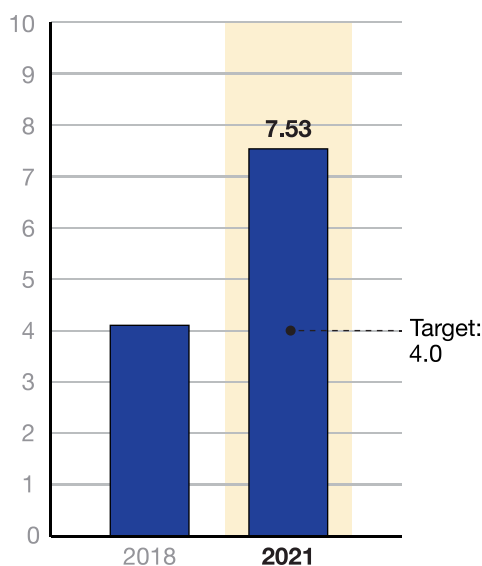
Meaningful use of measure:
The number of qualified candidates respond to open forestry positions and provides a benchmark for agency efforts to promote careers in forestry.

GOAL 5

STRENGTHEN THE COMMISSION FOR THE FUTURE

PERFORMANCE INDICES

■ Employee engagement index

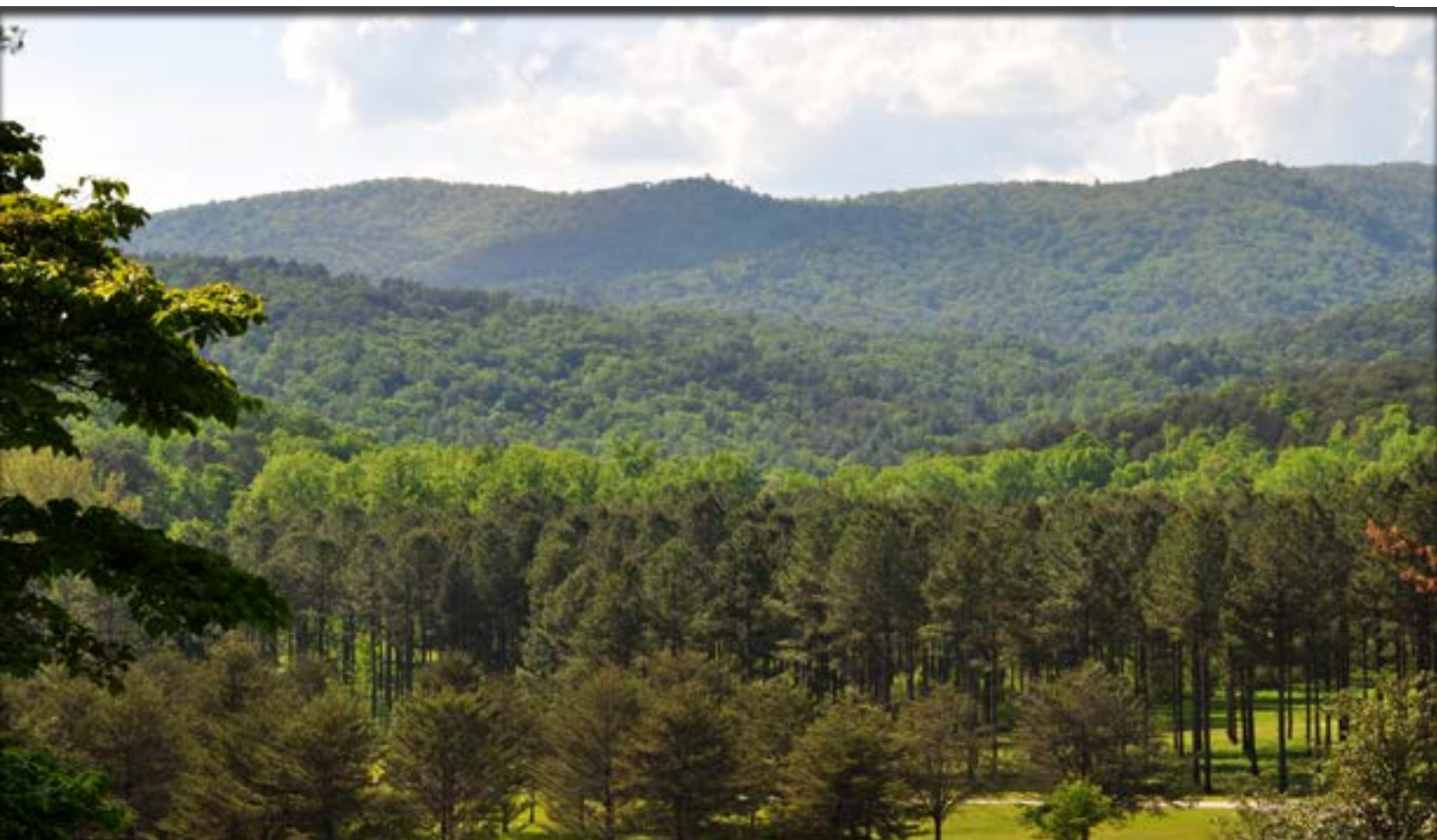


7.53

Meaningful use of measure:

Quantifies the efficacy of agency efforts to maintain a skilled, productive and engaged workforce while providing insight into employee turnover, recruitment and retention opportunities.

The latest survey results show significant improvement in all areas of employee engagement.





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